

**WPLW  
102.5 - FM  
HILLSBOROUGH, NC**

**ISSUES AND PROGRAMS REPORT**

**FOR**

**STATION WPLW**

**3<sup>rd</sup> QUARTER 2014  
(July 1<sup>st</sup> – Sept. 30th)**

Compiled by:  
Mike Biddle, Assistant Program Director

Radio station WPLW-FM has compiled a list of issues those area residents feel are a major concern to the Raleigh-Durham Metropolitan (MSA). WPLW-FM conducts regular ascertainment of community leaders, businesspersons, and residents of our coverage area to determine the issues of importance to our listeners.

WPLW-FM utilizes this list as a basis for our programming response to selected issues each quarter. Typically WPLW-FM addresses the issues in its Sunday program called "Carolina Close-Up", and thru a series of live and pre-recorded announcements.

The current issues as of September 30, 2014 included:

- EC-Economy
- GR-Growth/Transportation/Roads
- GA-Government Affairs
- EG-Ethics in Government
- ED-Education
- EH-Environment and Health
- POL-Political Affairs
- MC-Minority Concerns
- FY-Family and Youth
- UE-Unemployment/Joblessness
- NS-National Security**

# Carolina Newsmakers

3rd Quarter 2014

*"Carolina Newsmakers" is a 30 minute weekly public affairs program that airs Sunday mornings at 6 and hosted by Curtis Media Group owner Don Curtis. It features interviews with North Carolina leaders in government, policy, education, research and other areas.*

7-6-14

"INTERVIEW WITH SHARON DECKER," SECRETARY OF THE North Carolina DEPARTMENT OF COMMERCE

SHARON DECKER BIO, PRIVATIZATION AND THE ECONOMIC DEVELOPMENT PARTNERSHIP BILL, RECRUITING JOBS TO NC, TAX REFORM, INCENTIVES, TRAVEL AND TOURISM, DEVELOPING SMALL BUSINESS, BENEFIT OF RESEARCH UNIVERSITIES, IMPROVING ECONOMIC CONDITIONS AND DEVELOPMENT IN RURAL NC, ECONOMIC DEVELOPMENT ON A GLOBAL SCALE, GROWING AGRICULTURE IN NC, ECONOMIC RECOVERY FROM THE RECESSION IN NC, VALUE OF COMMUNITY COLLEGE SYSTEM, RECRUITING CORPORATE HEADQUARTERS, K-12 IMPORTANCE IN TERMS OF ATTRACTING BUSINESSES---EC, GR, ED

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7-13-14

"INTERVIEW WITH PAT MCCRORY," GOVERNOR OF NORTH CAROLINA

UNEMPLOYMENT STATISTICS, PRIVATIZATION IN NC COMMERCE, TAX REFORM, MEDICAID SPENDING, STATUS OF MENTAL HEALTH IN NC, IMPROVING ECONOMIC DISPARITY THROUGHOUT NC, COLLABORATION BETWEEN PUBLIC AND PRIVATE UNIVERSITIES, DROPOUT RATES AND RETENTION, DISTANCE LEARNING, PUPPY MILL LEGISLATION, IMPROVING BASIC OPERATIONS WITHIN STATE GOVERNMENT, TRANSPORTATION PRIORITIES IN NC, IMPACT OF MILITARY IN NC, COAL ASH SPILL LEGISLATION, AND ENERGY PRODUCTION IN NC.---EC, ED, GA, GR, UE

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7-20-14

"INTERVIEW WITH PAUL MEYER,"EXECUTIVE DIRECTOR OF THE NORTH CAROLINA LEAGUE OF MUNICIPALITIES

ROLE OF THE NC LEAGUE OF MUNICIPALITIES, COMPANIONSHIP WITH THE NC ASSOCIATION OF COUNTY COMMISSIONERS, COUNTY AND CITY JURISDICTIONS, COUNTY-OPERATED WATER AND SEWER SYSTEMS, CONSOLIDATION OF SERVICES, ANNEXATION, UNIFORM BUILDING CODES, BUDGETS OF MUNICIPALITIES, FUEL TAX REVENUE, DORTHEA DIX PROPERTY, CHARLOTTE DOUGLAS INTERNATIONAL AIRPORT, AIRPORT AUTHORITIES, DOWNTOWN REVITALIZATION, POPULATION DRAIN IN SMALLER COMMUNITIES, PUBLIC SAFETY, PRIVILEGE LICENSES, HEALTH CARE BENEFITS, STATE HISTORIC TAX CREDIT, CAP ON LOCAL SALES TAXES, AND TAX INCENTIVES.--- GR, EC, GA

7-27-14

"INTERVIEW WITH NICK PETRO," WARNING COORDINATION METEOROLOGIST AT THE NATIONAL WEATHER SERVICE RALEIGH

IMPROVEMENT IN WEATHER MODELS, ACCESS TO WEATHER INFORMATION, DIFFERENCES BETWEEN PREDICTIVE WEATHER MODELS, VARIATIONS IN STORM DAMAGE, HURRICANE SEASON PREDICTORS, OUTLOOK FOR 2014 HURRICANE SEASON, IMPACT OF WATER TEMPERATURE ON HURRICANE STRENGTH AND DEVELOPMENT, FLASH FLOODING, IMPACT OF 2014 SPRING ON NC AGRICULTURE, VARIATIONS IN WEATHER IN SHORT DISTANCES, LONG RANGE FORECASTING, AIR QUALITY REPORTING, ULTRAVIOLENT RAYS, IMPACT OF PRESSURE ON WEATHER, HUMIDITY, SEVERE WEATHER PREPARATION, AND SEVERE WEATHER WATCH AND SEVERE WEATHER WARNING.--- EH, EC

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8-3-14

"INTERVIEW WITH ELAINE MARSHALL," NORTH CAROLINA SECRETARY OF STATE

FRAUD AND PONZI SCHEMES, ELAINE MARSHALL BIOGRAPHICAL INFORMATION, DUTIES OF THE SECRETARY OF STATE OF NORTH CAROLINA, JURISDICTION IN LAW ENFORCEMENT AND BUSINESS, DIFFERENCE BETWEEN LLC AND CORPORATION, PROFESSIONS LICENSED WITH THE DEPARTMENT OF STATE, URL REGISTRY, IMPORTANCE OF NOTARY, DIFFERENCE BETWEEN TRADEMARKS AND COPYRIGHTS, AND OVERSIGHT OF LOBBISTS.--- EC, GA, POL

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8-10-14

"INTERVIEW WITH DAVID PRICE," UNITED STATES REPRESENTATIVE FOR NORTH CAROLINA'S FOURTH CONGRESSIONAL DISTRICT

STATUS OF INVESTMENTS IN INFRASTRUCTURE AND RESEARCH AND DEVELOPMENT, POTENTIAL OF SEQUESTRATION, FUNDING FOR NOAA LAB IN BEAUFORT, NC, FUNDING FOR UNITED STATES COUNCIL ON HOMELESSNESS, UNEMPLOYMENT INSURANCE EXTENSION, IMMIGRATION REFORM, VOTING RIGHTS ACT, RESOLUTION TO HIGHWAY TRUST FUND, DIPLOMACY IN IRAN, FUNCTION OF THE SCORE ACT, COAL ASH STORAGE AND DISPOSAL REFORM, REFORM OF THE UNITED STATES DEPARTMENT OF VETERAN AFFAIRS.---EC, GA, POL, NS, EH, UE, MC, GR

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8-17-14

"INTERVIEW WITH RAN COBLE," EXECUTIVE DIRECTOR OF THE NORTH CAROLINA CENTER FOR PUBLIC POLICY RESEARCH

LEGISLATIVE SHORT SESSION REVIEW, PASSING THE STATE BUDGET, TEACHER PAY RAISES, BUDGET ALLOCATIONS TO SCHOOL DISTRICTS, TRANSFERRING THE STATE BUREAU OF INVESTIGATION, REDUCING FILM INCENTIVES, CONVERTING PARTS OF THE NC DEPARTMENT OF COMMERCE TO THE PRIVATE SECTOR, HYDRAULIC FRACTURING LEGISLATION, DELAY IN COAL

ASH SPILL LEGISLATION, POSTPONING MEDICAID CHANGES, AND CHANGES TO UNIVERSITY OF NORTH CAROLINA SYSTEM TUITION AND STUDENT AID---GA, POL, EC, EH, ED

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8-24-14

"INTERVIEW WITH BETH WOOD," NORTH CAROLINA STATE AUDITOR

BETH WOOD BACKGROUND, REWARDING DEPARTMENTS FOR RESPONSIBLE SPENDING, STATE AUDITOR JURISDICTION, AVERAGE TIME REQUIRED TO COMPLETE AUDIT, ASSESSING TECHNOLOGICAL SYSTEMS AND NETWORKS IN NORTH CAROLINA, SECURITY OF STATE COMPUTER SYSTEMS, HOW AGENCIES ARE SELECTED FOR AUDIT, JURISDICTION OF THE DEPARTMENT OF STATE REVENUE, NOTICE PROVIDED TO AUDITED ENTITIES, AUDIT OF NCTRACKS, AUDITING CASH TRANSACTIONS, PREVALENCE OF KICKBACKS, FRAUD PROSECUTION, PUBLIC ACCESS TO AUDITS, MONITORING MEDICARE AND MEDICAID FRAUD, COORDINATING WITH FEDERAL GOVERNMENT FOR AUDITS, AUDIT OF THE NC DEPARTMENT OF COMMERCE, AND NC RURAL CENTER MONITORING INCENTIVES.---GA, POL, EC, EG

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8-31-14

"INTERVIEW WITH BRAD CRONE", PRESIDENT OF CAMPAIGN CONNECTIONS

BLUE MOON ELECTIONS, U.S. SENATE RACE BETWEEN THOM TILLIS AND KAY HAGAN, UNAFFILIATED VOTERS, U.S. SENATE RACE CAMPAIGN EXPENDITURES, REDISTRICTING, ISOLATIONISM, ENERGY PRODUCTION AND DEPENDENCE IN THE U.S., HYDROLOGIC FRACTURING, OFF-SHORE DRILLING IN N.C., N.C. CONGRESSIONAL AND LEGISLATIVE RACES, SPEAKER OF THE HOUSE POSITION, REVIEW OF GOVERNOR PAT MCCRORY, 2015 STATE BUDGET, MEDICAID SPENDING IN NC, CAPITATION, AFFORDABLE HEALTH CARE IMPLEMENTATION---GA, POL, EH, EC

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9-7-14

"INTERVIEW WITH JUSTICE ROBERT ORR", PARTNER AT POYNER AND SPRUILL AND FORMER NORTH CAROLINA SUPREME COURT JUSTICE

NC CONSTITUTIONAL MANDATE FOR BALANCED BUDGET, HIGHWAY TRUST FUND, GAY MARRIAGE, DEFINITION OF MARRIAGE IN NC CONSTITUTION, NC SCHOOL VOUCHER PROGRAM, ELECTING JUDGES, VOTER LAW, REDISTRICTING, GAMBLING LAW, NCAA VS. ED O'BANNON DECISION, NORTHWESTERN UNIVERSITY'S FOOTBALL TEAM ATTEMPT TO UNIONIZE, AUTONOMY OF THE FIVE POWER NCAA CONFERENCES--- GA, POL, EC, ED, MC

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9-14-14

"INTERVIEW WITH DR. R. SCOTT RALLS", PRESIDENT OF THE NORTH CAROLINA COMMUNITY COLLEGE SYSTEM

HOW THE COMMUNITY COLLEGE SYSTEM OPERATES, DIFFERENTIATING BETWEEN TECHNICAL AND COMMUNITY COLLEGES, STATES WITH SIMILAR SYSTEMS, COMMUNITY COLLEGE HOUSING, ATHLETICS, LARGEST CAMPUSES, STUDENTS TRANSFERRING TO UNIVERSITIES, DISTANCE LEARNING, TEXTBOOKS, DUAL ENROLLMENT, PERFORMANCE OF STUDENTS IN EARLY COLLEGE HIGH SCHOOLS, PERFORMANCE OF K-12 SYSTEM, ACCELERATED COMPETENCY MODELS,

COST OF EDUCATION, STUDENT POPULATION, STUDENT FINANCIAL AID, POPULAR PROGRAMS, RESPONDING TO THE JOB MARKET, PRIVATE FOR-PROFIT COLLEGES, SYSTEM BUDGET---ED, FY, UE

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9-21-14

"INTERVIEW WITH TOM JENSEN", EXECUTIVE DIRECTOR OF PUBLIC POLICY POLLING

PUBLIC POLICY POLLING PHILOSOPHY, NC U.S. SENATE POLL, IMPACT OF INDEPENDENT VOTERS IN SENATE RACE, POTENTIAL MAKE UP OF U.S. SENATE, GOVERNOR PAT MCCRORY APPROVAL RATINGS, IMPACT OF NEGATIVE ADVERTISING, PROPORTION OF PARTY-AFFILIATED VOTERS, PERCENTAGE OF VOTERS WHO CHANGE CANDIDATE PREFERENCE, VOTING TENDENCIES BY GENDER, NAME RECOGNITION WITHIN THE GENERAL POPULATION OF NC, PUBLIC OPINION OF NFL COMMISSIONER ROGER GOODELL, PUBLIC OPINION OF THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL, POLLING ON KANSAS CITY ROYALS, POPULARITY OF NASCAR, POPULARITY OF BILL CLINTON, REPUBLICAN POTENTIAL POLITICAL CANDIDATES, ROLE OF EDUCATION IN U.S. SENATE RACE, ROLE OF AFFORDABLE CARE ACT IN U.S. SENATE RACE---POL, GR, GA

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9-28-14

"INTERVIEW WITH JOHN HOOD", PRESIDENT AND CHAIRMAN OF THE JOHN LOCKE FOUNDATION

IMPACT OF FOREIGN POLICY ON 2014 ELECTIONS, BRITISH EMPIRE, NC U.S. SENATE RACE AD CAMPAIGNS, TRANSPORTATION PLANNING, REFORM, AND FUNDING, GAS TAX, IMPACT OF ADVERTISING, U.S. SENATE PROJECTIONS FOR 2014 ELECTIONS, AGENDA FOR REPUBLICANS WITH SENATE MAJORITY, NC ECONOMIC CLIMATE, PRIVATIZING PORTION OF NC DEPARTMENT OF COMMERCE, GENERAL ASSEMBLY PERFORMANCE, EVALUATING GOVERNOR MCCRORY, UNC BOARD OF GOVERNORS, NC CONGRESS PERFORMANCE, NC LEGISLATURE PREDICTIONS.---EC, NS, POL, GA

## **RECORDED PUBLIC SERVICE ANNOUNCEMENTS**

Organization/Event: WALK FOR HOPE

Length: 30

Dates: 9/15 – 9/30

Total # of Spots: 52

FY, EH, ED

Organization/Event: WALK FOR HOPE

Length: 15

Dates: 9/15 – 9/30

Total # of Spots: 21

FY, EH, ED

## **LIVE EVENTS:**

Sunday August 17<sup>th</sup>, WPLW/WWPL hosted our 2<sup>nd</sup> Annual "Back To School Bash", a FREE concert that took place at Crabtree Valley Mall. More than 500 students/parents showed up to watch national recording artists Meghan Trainor and AJR perform on stage. In between acts we hosted a fashion show in which the students themselves participated as models. **EC, ED, FY**